

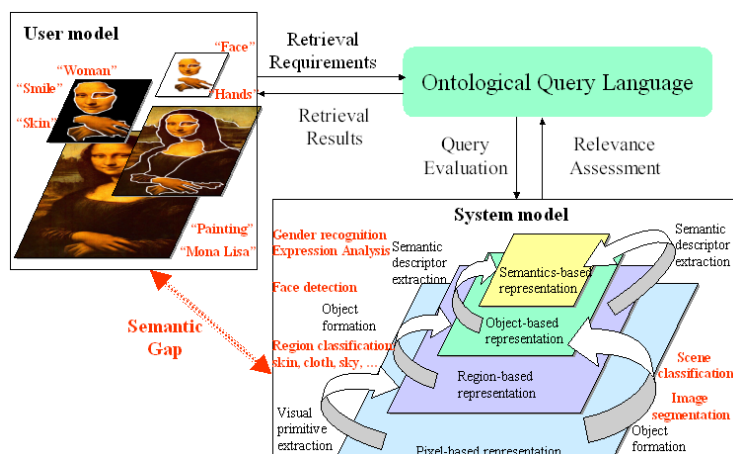
Company Overview

Cambridge Ontology Ltd. is a high-tech start-up company focused on turning novel content-based image retrieval (CBIR) research into a commercial success. It was founded by Dr David Sinclair and Dr Christopher Town in 2004 and has secured about £250K in development funding to date.

The Problem

Digital search technology is a multi-billion industry. Over the last years image search has grown by 91%, over 4 times the rate of web search for documents. But although over 73% of the data on the internet consists of images and video rather than text, current search technology used by Google treats images as black boxes and relies on captions or document context to index them. Many consumers are accumulating thousands of personal images, yet they lack efficient tools to browse, organise, search, and retrieve them.

Our Solution



Our key innovation allows users to search “inside the picture”, i.e. search over the actual content of an image. Content indexing of images is done completely automatically using state-of-the-art computer vision and image processing methods. Unlike other image search solutions, our system does not rely on image annotations or metadata, and does not require an initial example image or sketch. People can simply type a few keywords or optionally a more

complex query using a standard browser interface. Our software is able to automatically interpret the meaning of the query and match it to relevant images purely on the basis of their appearance.

Opportunities

The success of businesses such as Flickr, MySpace and YouTube shows that user generated content is an enormous driver of consumer attention. Our technology offers a sophisticated yet completely automated way of making visual content searchable by content without any need for manual tagging while still retaining the ability to incorporate contextual information. We are thus not only in a position to offer superior image search compared to companies like Google and Yahoo, but also to make vast quantities of currently un-indexable user generated media content searchable for the first time.

